

CLAIMS

Amendments to the Claims

Claims 1-31. (Canceled)

32. (Currently amended) A method comprising the steps of:
receiving payment from an intermediate purchaser for at least one certificate for an online product of a vendor, each of the at least one certificate having an average first price, said certificate comprising an authorization code having at least one characteristic that identifies said intermediate purchaser;
providing said certificate in a physical form to said intermediate purchaser;
receiving, by a computing system connected to a computing network, entry of said authorization code on a web site via which said online product can be obtained, wherein said authorization code is entered on said web site by a user that bought from said intermediate purchaser one of the at least one certificate at a second price that is greater than the first price;
determining the identity of said intermediate purchaser from the authorization code received from said user; and
upon granting authorization access to said user in response to entry of said authorization code, generating, by the computing system connected to [[a]] the computing network, an on-line memorial for a deceased person.

33. (Previously presented) The method of claim 32, wherein said one of the at least one certificate designates a specific online product of the vendor to be provided to the user.

34. (Previously presented) The method of claim 32, wherein said online product pertains to the funeral industry.

35. (Previously presented) The method of claim 32, wherein said one of the at least one certificate is made of paper.

36. (Previously presented) The method of claim 35, wherein said one of the at least one certificate comprises multiple pages of material.

37. (Cancelled)

38. (Previously presented) The method of claim 32, wherein said one of the at least one certificate entitles the user to obtain the online product at a reduced fee.

39. (Previously presented) The method of claim 34 wherein said online product includes generating the on-line memorial for the deceased person.

40. (Previously presented) The method of claim 32, wherein said average first price is zero.